

## AMENDMENTS TO CLAIMS

Claim 1 (original): An advertising control method comprising:  
receiving an advertisement identification message (AIM) at a first mobile device;  
sending the AIM from the first mobile device to a content display unit (CDU) and storing the AIM in the CDU;  
selecting at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM, the stored AIM being stored in the CDU; and  
displaying the selected content item on the CDU.

Claim 2 (original): The method according to claim 1 and wherein the sending the AIM from the first mobile device to the CDU comprises secure sending.

Claim 3 (previously presented): The method according to claim 1 and wherein the content item comprises an advertisement.

Claim 4 (previously presented): The method according to claim 1 and wherein the content item comprises at least one of the following:

- music;
- a music video;
- an interactive game; and
- video content.

Claim 5 (original): The method according to claim 1 and also comprising:  
after the displaying, marking the at least one AIM stored on the CDU as used.

Claim 6 (original): The method according to claim 1 and also comprising:  
after the displaying, deleting the at least one stored AIM from the CDU.

Claim 7 (original): The method according to claim 1 and also comprising:  
deleting the at least one AIM from the first mobile device.

Claim 8 (original): The method according to claim 1 and also comprising:  
registering the first mobile device on the CDU.

Claim 9 (original): The method according to claim 1 and wherein:  
the selecting is also based, at least in part, on at least one AIM received at the CDU from a second mobile device, the second mobile device not being registered on the CDU.

Claim 10 (original): The method according to claim 1 and wherein:  
the selecting is performed without regard to at least one AIM associated with a second mobile device, the second mobile device not being registered on the CDU.

Claim 11 (previously presented): The method according to claim 8 and also comprising:  
sending at least one AIM from the first mobile device registered on the CDU when the mobile device is in the proximity of the CDU.

Claim 12 (original): The method according to claim 11 and wherein the sending the at least one AIM from the first mobile device registered on the CDU comprises secure sending.

Claim 13 (original): The method according to claim 1 and also comprising:  
querying a user of the mobile device to authorize sending at least one AIM from the first mobile device to the CDU; and  
performing the sending only upon receipt of a positive answer to the querying.

Claim 14 (original): The method according to claim 13 and wherein the sending performed upon receipt of a positive answer to the querying comprises secure sending.

Claim 15 (original): The method according to claim 1 and also comprising:  
registering the first mobile device on a plurality of CDUs.

Claim 16 (original): The method according to claim 8 and wherein the registering comprises using a public key authentication scheme.

Claim 17 (original): The method according to claim 16 and also comprising:  
entering personal user information during the registering.

Claim 18 (original): The method according to claim 17 and also comprising:  
encrypting the personal user information.

Claim 19 (original): The method according to claim 1 and also comprising:  
after the receiving, performing a security check on the AIM.

Claim 20 (original): The method according to claim 19 and wherein:  
the security check comprises verifying a digital signature.

Claim 21 (original): The method according to claim 8 and also comprising:  
unregistering the first mobile device on the CDU.

Claim 22 (Previously Presented): The method according to claim 15 and also comprising:  
unregistering the first mobile device on at least one of the plurality of CDUs.

Claim 23 (original): The method according to claim 22 and wherein the unregistering comprises secure unregistering utilizing a public key authentication scheme.

Claims 24 - 66 (cancelled)

Claim 67 (original): An object comprising:

an entitlement store storing an entitlement associated with a content item; and

a communication unit operative to receive the entitlement from the entitlement store and send the entitlement to a display unit.

Claim 68 (original): The object according to claim 67 and wherein the communication unit is operative to securely send the entitlement to the display unit.

Claim 69 (original): The object according to claim 67 and wherein the display unit is external to the object.

Claim 70 (original): The object according to claim 67 and also comprising:

a content display unit (CDU) operative to receive the entitlement, the CDU comprising the display unit.

Claim 71 (previously presented): The object according to claim 67 and also comprising:

an entitlement enablement receiving unit.

Claim 72 (original): An advertisement identification message (AIM) distribution terminal comprising:

an AIM receiver operative to receive at least one AIM from an AIM distributing authority;

an AIM storage unit for storing the at least one received AIM; and

an AIM dispenser operative to dispense the at least one AIM to a mobile device operative to receive AIMs.

Claim 73 (original): A mobile device comprising:

an advertisement identification message (AIM) receiver for receiving at least one AIM from an AIM source external to the mobile device;  
an AIM storage unit for storing the at least one received AIM; and  
an AIM sender for sending the at least one stored AIM to a content display unit (CDU) external to the mobile device.

Claim 74 (original): The mobile device according to claim 73 and wherein the AIM sender is operative to securely send the at least one stored AIM to the CDU.

Claim 75 (previously presented): The mobile device according to claim 73 and wherein the at least one AIM comprises a plurality of AIMs.

Claim 76 (original): The mobile device according to claim 73 and wherein the AIM source external to the mobile device comprises a plurality of AIM sources external to the mobile device.

Claim 77 (original): A content display unit (CDU) comprising:

an advertisement identification message (AIM) receiver for receiving at least one AIM from a mobile device;  
an AIM storage unit for storing the at least one received AIM;  
a content item selector for selecting at least one content item from among a plurality of content items based, at least in part, on at least one AIM stored in the AIM storage unit; and  
a display for displaying the selected content item.

Claim 78 (original): The CDU according to claim 77 and whereby the plurality of content items is delivered to the CDU in a plurality of data streams comprising content items.

Claim 79 (previously presented): The CDU according to claim 77 and whereby the plurality of content items is stored on storage media comprised in the CDU.

Claim 80 (original): The CDU according to claim 77 and wherein the CDU chooses content items for display based, at least in part, on received metadata.

Claim 81 (original): The CDU according to claim 77 and wherein the CDU periodically sends an AIM usage report to an AIM distributing authority.

Claim 82 (original): The CDU according to claim 81 and wherein the AIM usage report comprises at least one of the following:

- at least one AIM received by the CDU; and
- at least one advertisement point used by the CDU.

Claim 83 (original): The CDU according to claim 77 and wherein the CDU periodically reports content item usage to the AIM distributing authority.

Claim 84 (original): The CDU according to claim 77 and wherein the CDU is activated at the time of purchase.

Claims 85 - 91 (cancelled)

Claim 92 (original): An advertising control system comprising:

- an advertisement identification message (AIM) receiver comprised in a first mobile device, the AIM receiver receiving an AIM;

- an AIM sender comprised in the first mobile device, the AIM sender sending the AIM to a content display unit (CDU);

- an AIM storage unit comprised in the CDU, the AIM storage unit being operative to store the AIM received from the first mobile device;

- a content item selector comprised in the CDU, the content item selector being operative to select at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM, the stored AIM being stored in the CDU; and

- a display comprised in the CDU, the display being operative to display the selected content item.

Claims 93 - 94 (cancelled)

Claim 95 (original): An advertisement identification message (AIM) distribution method comprising:

- receiving at least one AIM from an AIM distributing authority;
- storing the at least one received AIM; and
- dispensing the at least one AIM to a mobile device operative to receive AIMs.

Claim 96 (original): An advertisement identification message (AIM) distribution method comprising:

- receiving at least one AIM from an AIM source external to a mobile device;
- storing the at least one received AIM; and
- sending the at least one stored AIM to a content display unit (CDU) external to the mobile device.

Claim 97 (original): A content display method comprising:

- receiving at least one advertisement identification message (AIM) from a mobile device;
- storing the at least one received AIM;
- selecting at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM; and
- displaying the selected content item.

Claim 98 (cancelled)

Claim 99: (previously presented) The method according to claim 9 and also comprising:

- sending at least one AIM from the first mobile device registered on the CDU when the mobile device is in the proximity of the CDU.

Claim 100 (previously presented): The method according to claim 99 and wherein the sending the at least one AIM from the first mobile device registered on the CDU comprises secure sending.

Claim 101 (previously presented): The method according to claim 21 and wherein the unregistering comprises secure unregistering utilizing a public key authentication scheme.

Claims 102 - 105 (cancelled)

Claim 106 (previously presented): An advertisement identification message (AIM) distribution terminal comprising:

AIM receiving means for receiving at least one AIM from an AIM distributing authority;

AIM storage means for storing the at least one received AIM; and

AIM dispensing means for dispensing the at least one AIM to a mobile device operative to receive AIMs.

Claim 107 (previously presented): A mobile device comprising:

advertisement identification message (AIM) receiving means for receiving at least one AIM from an AIM source external to the mobile device;

AIM storage means for storing the at least one received AIM; and

AIM sending means for sending the at least one stored AIM to a content display unit (CDU) external to the mobile device.

Claim 108 (previously presented): A content display unit comprising:

advertisement identification message (AIM) receiving means for receiving at least one AIM from a mobile device;

AIM storage means for storing the at least one received AIM;

content item selection means for selecting at least one content item from among a plurality of content items based, at least in part, on at least one AIM stored in the AIM storage unit; and

content displaying means for displaying the selected content item.



Claim 109 (cancelled)

Claim 110 (previously presented): An advertising control system comprising:

advertisement identification message (AIM) receiving means comprised in a first mobile device;

AIM sending means comprised in the first mobile device, the AIM sending means sending the AIM to a content display unit (CDU);

AIM storage means comprised in the CDU, for storing the AIM received from the first mobile device;

content item selection means comprised in the CDU, for selecting at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM, the stored AIM being stored in the AIM storage means; and

content displaying means comprised in the CDU, for displaying the selected content item.

Claims 111 - 112 (cancelled)